

ORDER



Orders
Order / Rev: 721263
Alt Order #: 06367210
Product Desc: RANDPAC FL
Estimate:
Flight Dates: 10/10/12 - 10/15/12
Original Date / Rev: 10/09/12 / 10/09/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Placement/ POL
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Reinventing A New Direction PAC
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	3	\$6,000.00	\$5,100.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	3	\$6,000.00	\$5,100.00	0.00
Totals	3	\$6,000.00	\$5,100.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	20%	\$6,000.00
Market	100%	\$30,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	36%	\$10,800.00
WJXX	0%	\$0.00
WTEV	44%	\$13,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/10/12	10/15/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M-WT---	1:00	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/10/12	10/16/12	M-WT---	3		\$2,000.00		0.00						
													Totals	3	\$6,000.00